

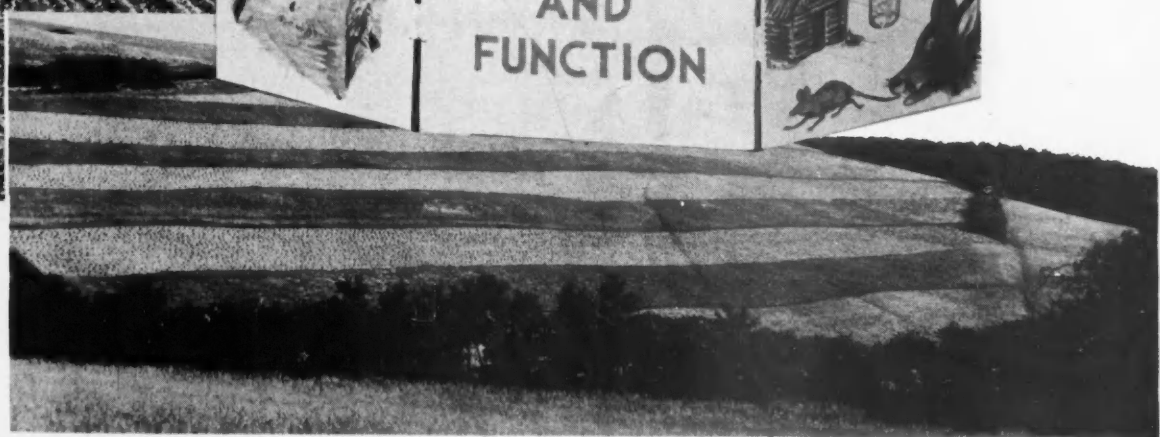
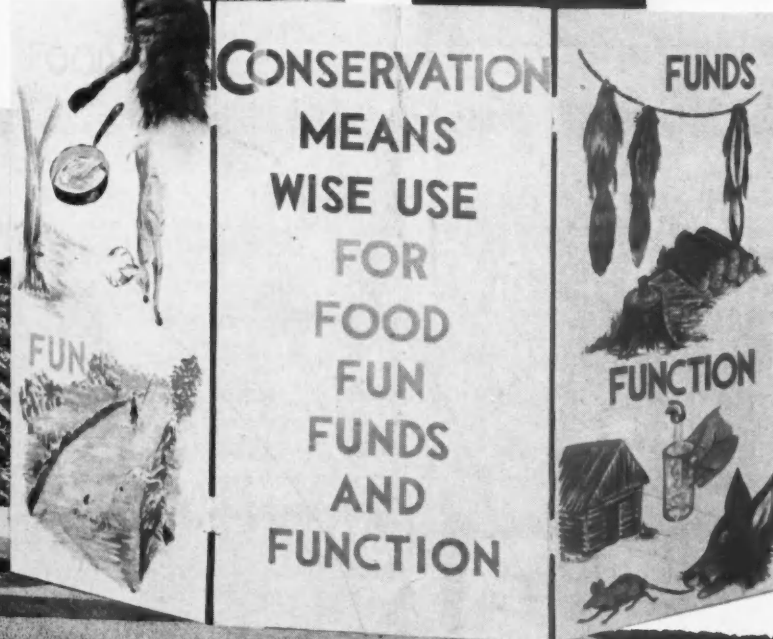
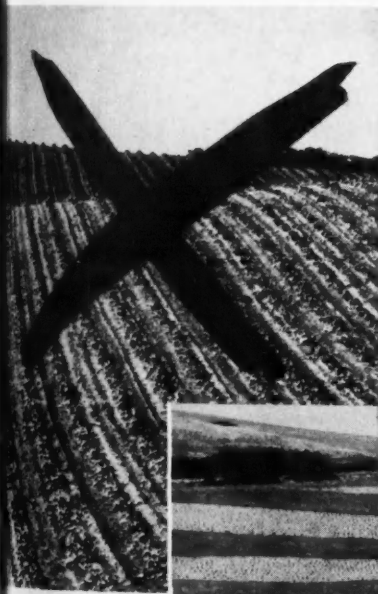
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Cornell Countryman

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Shadows Across the Corn Lands

Back in 1924, a warm October sun cast three shadows of destiny. The first shadow was that of Fred Stanek of Ft. Dodge, Iowa, toiling to win the first national corn-husking contest.

On exhibition nearby, one of the new mechanical huskers cast its shadow—and picked corn three times as fast as did Champion Stanek.

Nine thousand miles away, in far-off Australia, a machine which husked and shelled corn in one operation cast still another shadow for the future. "This complete harvesting machine," it was said, "will not only reduce corn harvesting costs to a minimum, but it will eventually prove to be one of the most notable inventions of all time."

What of the three shadows today?

There are no more hand corn-husking contests.

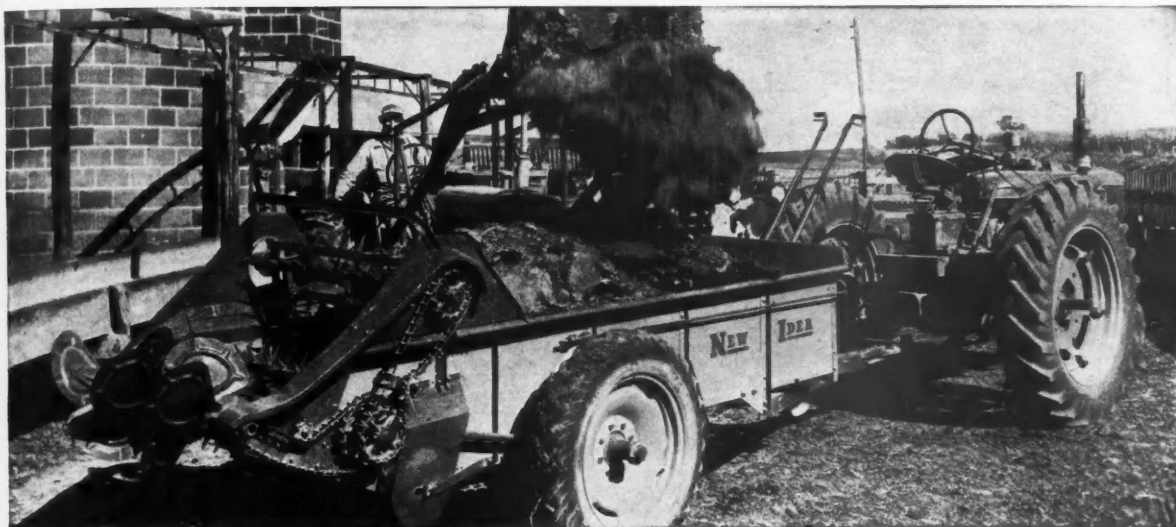
A boon to agriculture, the mechanical picker eliminated one of the hardest, most back-breaking, time-consuming farm jobs. The corn picker of today is greatly improved over its prototypes of 1924 and its shadow has by no means disappeared from the Corn Belt. In this mechanical age, however, many farmers are looking for an even more efficient method of harvesting and storing corn. They want to save more corn in the field, speed the harvest, and reduce storage and handling costs.

So it follows that the corn combine, whose shadow was first seen in far-away Australia, foretells the modern trend. The corn combine has arrived and with it comes greater efficiency and easier harvesting; as predicted in 1924, it is reducing costs—perhaps even more than was envisioned. This third shadow, in this year of 1956, creeps ever more rapidly from cornfield to cornfield. It is becoming a familiar sight in the American midlands—and wherever corn is an important crop. Farmers are finding themselves completing their corn harvests earlier and easier, as the autumn seasons come and go.

"Combining, Drying, and Storing of Corn" is the title of a new educational booklet published by John Deere. The author is George E. Pickard, Professor of Power and Machinery at the University of Illinois. You may have a free copy of the 36-page booklet by addressing your request to John Deere, Moline, Illinois.



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Vol. LIV—No. 1

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From the Editor's Desk

AG-DOMECON Council is one of the most powerful student organizations on campus. No other college council provides so many services, works on such an expanded budget, or regulates so many activities. Among its powers, council can decide what to do with Farm and Home Week earnings; it regulates your club's special activities insofar as they clash with Ag-Dom's plans; it tells you where to go and what to do for Farm and Home Week chores.

Moreover, Ag-Dom is one of the most representative of the college councils. Its membership includes one representative for each hundred students, sophomore and freshman class representatives, and delegates from each of the 24 upper campus clubs. Nor does any college have so many clubs devoted to varied yet harmonizing interests.

Ag-Domecon Council, then, has close to an ideal environment to flourish in; the power to carry out many programs, the money in most cases, good representation, and a well organized campus to work with. Despite this fact, it has not proved its effectiveness to the students.

Students just don't hear about the Council. They don't know where the meetings are, what the issues will be, or where the funds come from and go to. They rarely are aware of what rules have been passed recently, and frequently don't know who the officers are.

Members of the Council are partly responsible for this gap between themselves and the rest of the students. To be sure, they are taking their jobs seriously, trying to solve the campus's problems, and work for improvements. In fact, because they are so busy doing just that, and because they see everyone around them doing the same, they assume that the whole campus is as public spirited as they. Unfortunately, those people they see working for improvements are no more than their council mates, working through and with each other. Thus, they all become oblivious to the opinions and problems of the other students. Their interest in campus problems is as tied up in Warren Student Lounge, where they meet, as a water system incapable of pumping to all the parts of a house. Consequently, all the good hot water stays in the boiler.

A good full time publicity man is really needed. Not only should each meeting date and its proposed agenda be made public on posters all over the upper campus, but the minutes should be publicized in the same way, with copies sent to club officers and campus publications.

However, students must share the blame for student government ineffectuality too. There were only four out of the twenty-four designated club representatives present at the last meeting. This reflects both a poor attitude toward Ag-Domecon Council, and that apathy about extra-curricular activities that has seized the campus recently. Ag-Dom cannot work effectively if the students exhibit only silence and apathy.

A special committee has been investigating the various college councils. They submitted a report to Student Council which said: "The purpose of college councils is to act as a liaison between students, faculty, and administration, and to promote the welfare and progress of the student body by adopting projects which will advance their interests. . . . The various councils have been organized for as much as thirty years with apparently no reason for existence. The committee questioned seriously whether or not they do perform a necessary role on the Cornell campus and should therefore be discontinued."

It is better that you besiege the council with both criticisms and requests than to let it fail in isolation and ineffectuality.

OCTOBER, 1956

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Around the Upper Quad

THE upper campus is really in the swing of things this fall with a full schedule of events from nearly every organization. Introductory programs and open houses are almost over now, but all freshmen and interested upperclassmen are cordially invited to join the activities at any time.

C.A.T.A.

The Grange, 4-H Club and Cornell Association of Teachers of Agriculture held their annual open house on September 28. The Grange and 4-H Recreation Teams entertained many freshmen and upperclassmen.

The Grange Recreation Team is continuing this year under the co-chairmanship of Del Law and Sylva Espenichid. The team carries on a series of recreational programs for Granges and other organizations throughout the state. The highlight of the year's activities will be their performance at the National Grange meeting at Rochester, New York. Grange meetings are held the first and Third Tuesday of each month in the Warren Student Lounge.

The Cornell 4-H Club also sponsors a Rec Team similar to that of the Grange. No special training or skills are required for participation. New members are trained to lead groups in folk and square dances, games, and mixers. Members of the teams rotate in taking trips to various localities throughout the state.

The 4-H Club had several "citizens" of the George Junior Republic present a panel discussion about their community and its functions October 24. We will continue our sewing project for the girls, and start a recreation project for both sexes of the Republic. Other dates and programs for you to remember are: November 14, a

AG ENG CLUB and AG EC CLUB

While the Agricultural Engineering Club has a box social; November 28, an International Farm Youth Exchange panel; and December 12, our annual Christmas party. Anyone interested in the Club or the Recreation Team please contact Marilyn Mitchell at extension 3937. ready opened its year with a get-acquainted smoker on September 22, the Agricultural Economics Society will begin some time late in October with a Student-Faculty smoker. Both clubs will present yearly programs at their next meeting.

FLORICULTURE

The annual Mum Ball, sponsored by the Floriculture Club was held on Saturday, October 20 from nine to one in the Statler Ballroom. Music was provided by the Cornell Quintet and Liz Fuchs. Refreshments and corsages were provided by the Club. As an added feature, the Cayuga Waiters appeared.

POULTRY

The 1956-1957 officers of the Poultry Club have announced their current schedule of activities which began with the annual Open House on October 11. Other club activities will include the Ag-Hec Day barbecue, a student poultry judging contest, a tour through the Corning Glass Works, Straight-to-the-Country Day, a trip to the Emerson Produce Company, and finally the annual Student-Faculty Barbecue. The new slate of officers includes Ronald Schliessman '57, President; Ralph Cornwell '58, vice-president; Theodore Engel '57, Secretary; John Clary '59, Treasurer; and Henry Shaffer '59, Reporter.

(turn to page 12)

THE CORNELL COUNTRYMAN

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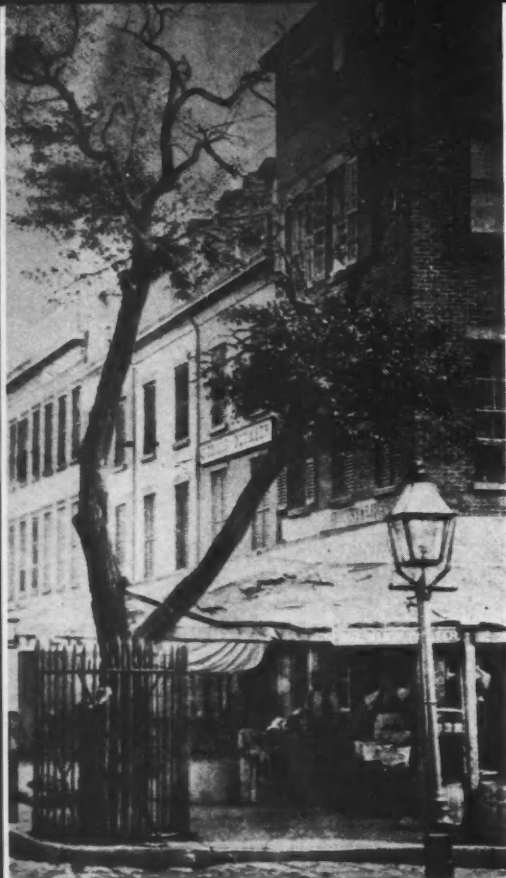


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COLLEGE OF AGRICULTURE

Although dead, this tree plays a vital role in agricultural backgrounds project.

By ELEANOR A. RAMP '57

A Pear Tree and History

A new course, The History of Agriculture, will be added to the College of Agriculture curriculum in the not-too-distant future. It will be included with courses offered by the department of agricultural economics.

"Now that agriculture has ceased to be a trade and become more a profession, it needs a basic philosophy," says Dr. E. A. Bates, Indian authority and Extension specialist, whose research will be incorporated into the prospective course.

KNOWN for his work with the American Indians, Dr. Bates has for 30 years been collecting information about them. Two years ago he decided to write down some of this data, and correlate it into a historical work that agriculturists could refer to.

Dr. Bates, a medical doctor, got this idea of creating a philosophical background for agriculture from the medical profession. Students had often criticized the profession because it was purely technical. When a history of medicine was finally written, it helped the students understand pre-

vious medical progress, and gave them a sense of appreciation of past ages. Dr. Bates felt that an understanding of the basic agriculture of the Greeks, Romans, and Babylonians, as well as that of early America, would similarly aid present day agriculturists. Thus, the present research project, *Origins in Agriculture* had its birth.

ONE history of agriculture was written about the years since 1850, but since almost no work has been done concerning the time before 1800, Dr. Bates is studying manuscripts dating back as far as 1600.

Currently, he is trying to determine the variety of the first pear tree ever planted in New York State. Incentive for this study of pears came at a New York State Fruit Growers' anniversary convention, where the question of the origin of the pear tree came up.

Dr. Bates found that more than 300 years ago, Peter Stuyvesant, Dutch Governor of New Netherland, gave the first pear tree in New York to his bride, Judith Bayard, as a wed-

ding gift. It was brought there in a tub and planted near Third Avenue and 13th Street.

The Extension specialist remembers how he had been chasing all over New York City looking for the site of the tree, when he went into a neighborhood store to make a phone call. "Those are good looking pears," he remarked about some pears on display to the elderly woman in the store.

"You know," the 82-year-old woman answered, "We used to grow pears around here." She took him to an alley which bore a list of names on a building—clues to the tree's history.

Dr. Bates found that the first tree in New York remained standing until 1867, when it was the victim of an accident. A twig from this long surviving pear tree was recently added to the Cornell University History of Agriculture Collection. The 300-year old twig, a gift from the New York State Historical Society, will be placed on exhibit at the University.

It is hoped that duplicates of the specimen and other historical agriculture exhibits will be shown in large cities. "With such exhibits, we hope to 'sell' agriculture to children," says Dr. Bates. "We will be helping city populations to form good attitudes toward rural people, and thus we will aid consumer education."

THE pear tree research has produced evidence that points to the name "Good Christian" as the variety which Stuyvesant planted. Early records reveal that a monk named Bon Chretien or "Good Christian" was especially skilled in medicine. Seventeenth and 18th century writers speak of a pear of the same name. Probably, the monk used the pear in his treatments.

Perry, a pear juice cider, was considered to have medicinal value, and the gritty pear flesh was said to be a cure for ailments of the liver and bladder. Accounts of the British conquest of New Amsterdam in 1664 also refer to the Bon Chretien pear, which had been sampled by the British when they invaded Stuyvesant's orchard.

The wild strawberry, another fruit, is being studied. "We haven't found out much about this one," admits Dr. Bates, but he has found over 30 legends about Indian corn. Some day these, and other seemingly unrelated topics will be correlated into a philosophical work and an academic course.

Now that it has begun, the *Origins in Agriculture* project will be digging deep to insure that today's agriculture has a secure historical foundation.

THE CORNELL COUNTRYMAN

Prestidigitation and Preservation

Cornell Senior uses magic to teach conservation in high schools.

By NATALIE L. GUNDREY '58



COLLEGE OF AGRICULTURE

Conservation magic by David Hanselman and Mary Costa.

THE ancient art of magic is doing strange things these days—it's serving agriculture as well as mystifying its audience. Dave Hanselman, a Cornell senior, is making use of his magician's skills and his knowledge of conservation to teach high school students how to manage our wildlife and other natural resources.

Traveling in a state-owned car used for extension service, Dave visited over 60 high schools last year, and is back on the road again this year, entertaining them with color slides, tape recordings, visual aids, and magic tricks. He demonstrates good methods of soil and water management, good forestry management, and conservation of wild life. His 45-minute assembly program also deals with gun safety, "litterbugging", respect for public and private lands, and fire prevention.

Dave practices what is known as "sophisticated magic", that is, a series of tricks which tell a story and build up to a climax. College and upper-class high school students particularly enjoy this variation of what is usually a straight vaudeville routine, and when Dave uses it to put the finishing touch to his show, they love it.

A native Ithacan, Dave became interested in magic and conservation when he was in junior high school. Since then, he has been accepted to the Savage Club of Ithaca for his theatrical skill, and has become a member of the International Brotherhood of Magicians.

By the time Dave was a senior in high school, he had worked out a show similar to the one he does now, and presented it to grammar school children. He hoped to enlarge it when he got to Cornell, and develop it into

an extension project.

When he performed, in January, 1955, for the conservation department, he submitted a plan for providing "conservation magic" free of charge to all interested high schools within a 125 mile radius of Ithaca.

The faculty liked the plan, but didn't think a 20 year-old could handle a high school audience or make it have any effect on them. Dave finally convinced them that his age was an advantage, since he was not far past the high school days himself. He could easily understand what students that age liked. Professor Swanson, head of the department, began stirring up interest in Dave's plan among conservation clubs and extension workers.

In September, 1955, the New York State Conservation Council (the organized body of sportsmen of the state), which works closely with Cornell's conservation department, contributed \$500 for Dave to start with. Recently, they gave him the same sum for this year's work.

One hundred seventy schools were contacted. One hundred twenty-five of them sent favorable replies, and 67 were able to be scheduled last year, with 35 more this year. Dave has arranged his classes so that he can be in the field every Monday, Wednesday, and Friday. He built most of the equipment himself, and bought a slide projector, amplifiers, and some special magician's equipment.

September 20, 1955 was the big day of his first show, which was for conservation and extension faculty members. They offered more suggestions and wished him luck on his first high school performance two days later. Since then, he has put over

18,000 miles on his car, and entertained about 40,000 people.

Dave feels that assembly programs afford great possibilities for teaching conservation. A guest demonstrator has an advantage over a teacher because he is a stranger, he is regarded as an authority, and his program is somewhat of a novelty. Cost is another favorable factor. Even though the initial cost for equipment is high, it amounts to only two cents per student—a very inexpensive way to teach. Dave thinks that this cost can be lowered to one cent per student.

He plans to write his Master's degree thesis about the effectiveness of assembly programs as a means of stimulating interest in conservation and teaching sound conservation principles. In order to get information for his thesis, he will administer examinations to the students; one before, and another after his program. This information, plus teachers' comments, will lead to an evaluation of the program.

"I never have any trouble with inattentive or noisy youngsters, but I have had to cope with a few rather odd situations in my travels", said Dave. When he was performing for a group of sportsmen in the auditorium of an Oswego hotel, the occupant on the floor above forgot to turn off his bathtub water. It flooded the floor and started leaking through the ceiling. Dave finished his program with water pouring down on his head.

He also gave a program in which the principal of the high school got up on the stage before the program, and told the students that they had come into the auditorium in a "disgraceful

(turn to page 14)

Opportunities in Agriculture

Agricultural Communications offers many lucrative challenges for varied interests.

By DOUGLAS D. INNES '59

THIS article introduces a series written especially for you who are in doubt. We want to give you important facts and helpful hints about the many jobs in agriculture that are open to you with a certain amount of training. Some of the vocations discussed are well known, but most are just a little "off the beaten track." A vocational series that deals only with well known jobs is useless.

We hope we can clear up doubts you may have about training required, type of work, chance for advancement, and financial opportunities of various jobs. Perhaps, too, this information will help you plan courses with a specific job in mind. Freshmen are often undecided about what they want to do, and upperclassmen frequently are unaware of what they can do.

Agricultural journalism is the first field we want to tell you about. Working on the Countryman has not only given us a taste of this dynamic field, but has shown us how important public relations are to farmers and city people alike.

We also hope you will suggest other vocations that you are interested in hearing about. Just send your requests to Cornell Countryman, 490 Roberts Hall.

The Countryman Staff

STUDY in agricultural journalism can prepare you for a stimulating and challenging vocation, for the agricultural journalist must stay "on his toes" to keep abreast with all of the recent happenings in every phase of agriculture. Getting new information first, sounds exciting in itself. But this vocation is made even more interesting because the agricultural journalist works closely with farm people.

There is far greater demand for college graduates who have profes-

sional training in some specific field, such as agriculture, than for those trained for journalism alone. Communications is one of the highest paying occupations in agriculture because the tremendous demand for agricultural journalism students exceeds the supply by six to one.

The fields of agricultural journalism and communications encompass many jobs. Besides telling farmers of new developments that will help them to do a better job and make more money, the agricultural journalist also tries to acquaint the urban population with the farm situation. Through farm magazines and newspapers, the farm message is brought to the public. But opportunities in agricultural journalism are not necessarily limited to writing.

Pictures can and often do present ideas more vividly than words. Thus photography plays an important role in agricultural communications. Although it can be a full time job, it is often necessary that field editors of agricultural publications take pictures to illustrate their own articles.

Photography is also an important part of advertising. Advertising agencies need people who are not only good writers, but who are acquainted with the farm market and know how to add farm appeal to the advertiser's message. Selling through publications is essential in our present day specialized agriculture. Since a larger percentage of farm products is being sold off the farm than ever before, it is necessary for the farmer to buy many manufactured goods from others. As you can see, this ever increasing exchange offers many opportunities in advertising products for the farm and farm home, as well as advertising commodities produced on the farm.

Television, though a relative newcomer to the field of agricultural communications, provides an arresting

media for the visual advertising of food products. It also gives the imaginative farm journalist a chance to plan and produce farm telecasts.

FOR the agricultural journalism major who is primarily interested in writing, there are chances to ply the trade as a writer for one of the nearly 500 American farm magazines. There is also a need for agricultural journalists in certain departments of many non-agricultural newspapers and magazines. Take garden writing for instance.

While studying at Cornell, Miss Jean Lawson '50, Garden Editor of HOUSE BEAUTIFUL magazine, combined courses from the department of floriculture and ornamental horticulture with courses in agricultural journalism, intending to go into garden writing. As Miss Lawson says, "With magazines garden writing is a small and specialized field." But, once the prospective garden writer has broken into the "select circle", he has opened the door to a varied, interesting field of reporting.

To do garden writing, a person's knowledge and experience cannot be limited to plants alone. Instead, he must be familiar with the qualities that go into making a garden an integral part of home life. A knowledge of architecture and building materials, as well as family life, children's activities and the equipment needed for serving food outdoors are but a few of the many areas with which the garden writer must be familiar. In her capacity, Miss Lawson travels a great deal to find article material and gardens to photograph. Travel helps the garden writer determine the needs of gardeners across the country, and also aids in keeping up with new fertilizers, sprays, and equipment.

(turn to page 15)

RESEARCH AND ENGINEERING BY LINK-BELT MAKE FARMING EASIER, MORE PROFITABLE



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Educational Experience Extraordinary

By CHARLES P. GRATTO '57

WOULD you like

To go on a 2,000 mile trip this summer, with all expenses paid?

To spend a month traveling, living, and studying with the outstanding men in colleges of agriculture all over the United States?

To meet and study under the nation's leaders in agriculture, business, religion, medicine, education, and research?

Each year the Ralston-Purina Company offers the Danforth Fellowship, which includes all these things and more, to an outstanding Junior from Cornell. And to the outstanding Freshman goes a two-week scholarship to Camp Miniwanka, world famous leadership-training center.

This spring the faculty of the College of Agriculture will again select outstanding men from the junior and freshman classes to participate in the Fellowship. The basis of selection is scholarship, activities, and how much the Fellowship will benefit the individual.

ON Sunday, July 29, Washington University's Lee Hall was suddenly swarming with thirty-four men. They came to St. Louis from every part of the United States, and even from Canada and Hawaii. There were men in stetsons and boots, bucks and cord suits, bermudas and sports shirts. There were drawls and twangs, tall men, and short men. There was even a rebel bearing a Confederate flag. He gallantly carried the flag for a whole month despite a strong movement on the part of the Union patriots to steal it.

Names? Your name was where you came from. Still, it wasn't long before New York, Connecticut, Texas, and Canada were answering to names like Grats, Lee, Murray, and Llyle.

ON Monday morning we went to the Purina Research Farm at Gray Summit, Missouri. We spent that day, Tuesday, and Wednesday seeing the hundreds of experiments which helped make better "chows." We listened to lectures by the department heads (each man an expert in his field), and watched movies and demonstrations. We took concentrated courses in virtually every phase of feeding, management, and sanitation, running the gamut of animal production from beef and dairy cattle, swine and sheep, to layers and broilers, turkeys, ducks, game birds, goats, dogs, geese, and even fish. Purina builds a special chow for every one of these classes of livestock.

We returned to Lee Hall after dinner Wednesday night, and reported to the Ralston-Purina offices in

St. Louis at eight the next morning. At the office, we were kept on the go from eight until five with intensive lectures by Purina's top men. Some of the classes included nutrition, research, public relations, finance, personnel, Purina's history, advertising, business organization, transportation, and buying. We spent a lot of time in the Research and Disease Control Labs, in the advertising department, and in the milling plant, watching operations at first hand.

BUT not all our time was spent at the office. One day we visited the Swift and Company plant at East St. Louis. In the morning we went out with the buyers, and had a chance to see them purchase animals from the commission agents, who represented the farmers in these transactions. Then we went into the plant and watched the very same animals that were purchased a few hours before being processed—fabricated into meat products and the multitude of by-products that flow from the meat packing industry.

Another all day trip took us to the Gardner Advertising Agency. This firm has a number of large agricultural accounts, including Borden and Purina. Here we learned the merits and draw-backs of the various advertising media, visited the home economic department for an excellent lunch, and watched the preparation of some of the beautiful food advertisements appearing in our national magazines. Wherever we went in the

(turn to page 14)

It's Up To You

By DIRECTOR A. W. GIBSON

IT is an important occasion when a new group of students enters this College. We try to make each one feel that he is welcome. More than that, we have high hopes for the success of each of you.

The State of New York maintains a well-supported College of Agriculture at Cornell. No tuition is charged to state residents, and non-residents pay only a low rate. This generous support can be justified only by the best efforts of students and faculty, and the maximum development of each student.

Much thought must be given to the direction that development should take. Thus, you must think seriously about the type of work you think you are best at. Then, get the best preparation for it while you are in college.

It is not for me to suggest any type of service in preference to another. The important thing for you to think about now is the development of your potential abilities in one direction.

Having made that statement, I must caution you against thinking in too narrow terms. Your college education will not be worth the effort you expend if you think only of learning the answers to problems as they exist now. Changes are taking place increasingly and making the old an-



Director A. W. Gibson

swers unsound. It is the broad, basic training that helps us understand and adjust to new situations.

College students are expected to be able to express their ideas clearly and effectively. Students who cannot do this are seriously handicapped. I cannot emphasize too strongly that you

(turn to page 15)



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Club News

HO-NUN-DE-KAH

(from page 4)

Barbecued beef and all the trimmings were on the menu for Ho-Nun-de-kah's Tenth Annual Barbecue for scholarship holders and new students. Hundreds of people filed past the "chefs", members of the Senior Men's Honorary, and sat down to a special place among the many lines of tables in the Judging Pavilion. Sounds not customarily heard in such a building were heard as the Cayuga Waiters sang, and Toastmaster Barnett Hodges gave a few rather humorous words of welcome.

Dean Myers spoke, stressing to the freshmen the importance of making good scholarship a habit from the very beginning, and Director A. W. Gibson recognized each of this year's scholarship holders.

One of the outstanding awards, The Professor Merit Award, was given to Professor Chester Freeman of the department of extension teaching and information. This award is given to the faculty member who has done the most to benefit his students.

Another outstanding scholarship was won by a student this summer. Dominick J. Paillio '58, has been awarded a \$1000 national scholarship by the Sears-Roebuck Foundation. Paillio qualified for competition by winning one of the 600 Sears-Roebuck scholarships in his freshman year, and going on to represent Cornell in the regional contest. Paillio is a botany major hailing from Delhi, New York, where his parents run a 351-acre dairy farm. He is a member of Cornell Association of Teachers of Agriculture and the undergraduate Botany Society.

SPECIAL PROGRAM

Five leading American naturalists are narrating motion pictures on wildlife in a series begun on October 17. Sponsored by the National Audubon Society and the Willard Straight Board of Managers, the program is designed to increase public interest in conservation and the out-of-doors. The lecturers traveled thousands or miles over rugged terrain to film moose, antelope, whooping cranes, and other wildlife rarely seen at close range. Tickets are on sale at Mayers Smoke Shop and Willard Straight.

AG-DOMECON COUNCIL

Each academic year Ag-Domecon Council sponsors many important upper campus functions. Among our "special interest" doings this year we have two urgently needed activities. The first is sponsoring a speaker for the Campus Conference on Religion. We feel that such a speaker will do much to help fill the aesthetic void caused by the intense scientific curriculum followed by most upper campus students.

The second of these two activities concerns student participation in organizations and activities. Many people on the upper campus feel that the clubs are on a downward slide and need a shot in the arm. We have set up a committee composed of outstanding agriculture and home economics faculty and students to look into this problem and suggest ways to end it.

It seems that one of the biggest reasons for poor participation stems from an extra-curricular overload on the part of the average student, along with inexperienced leadership in the clubs. To combat this poor leadership, we are starting a leadership training session this spring. However, activity overload can only be solved by each student personally. We are open to all suggestions on this question and urge interested students and faculty to attend the sessions of this committee. The committee meeting dates will be announced.

We hope to see you all at Ag-Hec Day on Saturday, November 3 for activities and horse-play all afternoon, and a giant square dance that evening.



COLLEGE OF AGRICULTURE
Alfred H. Wegener '56 receives the first place award in the Paul R. Guldin Memorial Endowment, from Director A. W. Gibson. Left to right: Natalie L. Gundry '58, honorable mention; Christine C. Carr '57, second place; Director Gibson; Al Wegener; Margaret E. Saturn '57, third place; Dixie C. Davis '56, third place.

Fill your pen, sharpen your wits and win a prize!

By THALIA NUNGEZER '57

YOU don't have to be a *Cornell Countryman* staff member to win \$100, \$50, or \$25 in the annual Paul R. Guldin Memorial Endowment. If you have an original article or story accepted for publication by the *Countryman*, contributing to a more adequate rural leadership, you are eligible for a prize. Your article does not have to be printed to win an award. It must be accepted for publication, however.

Dixie Davis was not a staff member either when she won \$25 last year. The magazine hopes that all interested agriculture and home economics students will submit material to the office at Roberts Hall.

The \$1,000 Guldin Fund was established in 1953 by Mrs. Paul R. Guldin in order to perpetuate the memory of her husband, a graduate of the College of Agriculture in 1912, who had a deep interest in the problems of rural leadership and in the youth of the country. Originally, income from the fund was to be used for awards in a speaking contest. At the suggestion of Director Gibson, a journalism competition was set up since several speaking contests were already in existence.

The main purpose of the endowment is to recognize problems of importance to rural people, to suggest plans for resolving these problems, and to demonstrate the need for conserving important rural values. Articles should benefit the rural community, state, and Cornell community. Income from the fund is used to encourage all undergraduates in agricul-

ture and home economics to take part in the development of better rural leadership in New York State and in the country as a whole.

First place winner of \$100 in the Paul R. Guldin Memorial Endowment for 1955-1956 was Alfred H. Wegener '56. He was cited for excellence in editorial writings, particularly his editorial entitled "Needed: Better Public Relations" which appeared in the March 1956 issue of the *Cornell Countryman*. This was the second year in which Wegener had received this award.

Winner of the \$50 second place award was Christine C. Carr '57 with a feature, "Product Advertising," in the December issue. Two third place prizes of \$25 were made to Margaret E. Saturn '57 for "Teenager's Republic" in November, and Dixie C. Davis '56 with her guest article, "Grass Roots Diplomacy" in the February issue.

Honorable mentions went to Natalie L. Gundry '58 for "Flowers Sell at Supermarkets" which appeared in January, and Mary R. Wahl '56 for "Not All Are Farmers," an April article in the *Countryman*.

THE award winning articles are selected by a faculty committee appointed by the Dean of the Agriculture College. Professors G. J. Cummings, C. H. Freeman, and J. S. Knapp were the judges for 1955-1956. All issues of the *Cornell Countryman* within an academic year as well as those articles accepted for publication but not printed are included in each contest.

Helping Themselves

TO BETTER MARKETS

About 50,000 dairymen make the "New York Milkshed" one of the nation's leading milk producing areas. A great majority of these producers are helping themselves to better markets by doing a job of milk promotion and nutrition education. Farmers' funds are collected by Milk for Health, Inc. and paid to market Dairy Councils for nutrition education work and to American Dairy Association for a national program of milk promotion.

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Danforth Fellowship

(from page 10)

agency; to the copy department, the art department, or the television offices, we saw demonstrated the work, skill, talent, and planning that go into successful advertising.

Barnes Hospital was another all-day trip. We visited the Washington University Medical School, and the Renard Hospital for the Insane. Both are units of Barnes. All decked out in surgical gowns, caps, and masks, we watched from the gallery as a physician struggled to save a man's life. Then we visited the maintenance department of this giant institution, the kitchens, which put out meals for 7,200 people daily, and the pharmacy, that puts up all the saline and glucose solutions, pills, drugs, and salve used at Barnes.

Each day brought something new: a tour of the city; a visit to the floor of the Merchants Exchange to study the buying and selling of cash grain and grain futures; the St. Louis Zoo; the Jefferson Memorial; the Municipal Opera; an angus show; and church. Free time? That was filled with work on our notebooks and on the Danforth Fellowship News.

A short train ride from St. Louis to Chicago put us in the center of the Democratic National Convention excitement. Then on to Milwaukee in an all-night boat trip across Lake Michigan, which brought us to camp for the last two weeks of the Fellowship. Here, we joined five hundred young men from every part of the nation for an intensive two weeks of leadership training. Four-fold personal development was the theme. The full and varied program was designed to foster development mentally, physically, spiritually and socially.

WE usually rolled out of bed at six A. M. and ran down to the tennis courts for setting up exercises. Then the harder campers took a dip in icy Lake Michigan. This very effectively separated the men from the boys. A fifteen minute devotional period, breakfast, four classes, and lunch followed. One more class came after lunch, in which leaders in agriculture and business told us what they thought were the important values in life, and how they reached their present high positions. The rest of the afternoon was given over to team sports and swimming.

After dinner were Vespers on beautiful Vesper Dune, overlooking Lake Michigan, and some of the most beau-

tiful sunsets I have ever seen. Each night's program brought something new—a rodeo, an indoor track meet, campfire programs, and lectures. Two nights were devoted to a mock political convention, in which New York's favorite son, Averill Harriman, almost sneaked off with the Democratic nomination.

Camp Miniwanka was a wonderful experience. It gave us a number of challenges, two of which I'd like to pass on to you, and especially to the two men who will be chosen next spring to represent Cornell on the Danforth Fellowship. In the words of William H. Danforth, founder of Ralston-Purina Company, and lifelong leader of the nation's youth,

"I dare you to be your own self, at your very best, all the time. I dare you to stand tall, live tall, think tall, and smile tall."

Conservation Magic

(from page 7)

fashion." He warned them that the assembly was not for enjoyment, but for learning, and that laughter and clapping would be punished. With that he introduced Dave. Since the success of his program depends on audience responses and a few well-placed jokes, the Principal had defeated it at the start.

"It was like beating against a wall", Dave observed. "They didn't laugh, or answer any of my questions, or show any interest. Suddenly, halfway through the program, a loud clanging bell began to ring. I stopped what I was doing, looked straight at the students and said, 'What's that, a jail break?' I thought they would never stop laughing, and the program went exceptionally well after that."

The Principal sent in a very unfavorable evaluation of Dave's show, but Dave was gratified when he received a letter from the student body of the school asking him to perform again at their senior dance.

In other evaluations, reports from principals have been favorable. They feel that the program is worthwhile, and is a most effective way to make youngsters aware of the need for conservation. Dave is especially thankful to Professor Swanson who prompted the project, to the conservation department, who stayed up all hours of the night planning with him, and to the National Wildlife Federation, who just gave him a \$500 scholarship. He hopes that agricultural extension will soon benefit by teaching more people through assembly programs.

THE CORNELL COUNTRYMAN

Agricultural Journalism

(from page 8)

THERE are a large number of special trade publications such as the livestock journals, and wide variety of general farm magazines. THE MICHIGAN FARMER, of which Mr. Fred Trump '49, has been Assistant Editor for nearly seven years, is an example of the latter. Mr. Trump's duties include rewriting news releases, writing articles, and taking pictures to illustrate them. He also edits copy, proof reads, works with the layout of the magazine and writes one regular column. This sounds like a great deal of work, but the agricultural journalist who works for a magazine with a small staff must be a "jack of all trades." Mr. Trump, like many other agricultural reporters, gets his article ideas from personal interviews with people associated with the business of farming, and from other sources, such as the College of Agriculture.

People who expect to gain their livelihood from agricultural journalism must know public relations to help them get along well with all types of people. Most farm reporters attend the meetings of agricultural organizations, talk to a large number of farmers, and read all sorts of agricultural publications to keep up with the new happenings on the farm scene.

It is not altogether necessary that a person major in agricultural journalism to pursue a career in farm communications. Mr. George Axinn '47, majored in Animal Husbandry while at Cornell, and since graduation he has held many jobs associated with agricultural journalism. Mr. Axinn began his career as Editorial Assistant at the Geneva Experiment Station. He has also acted as Experiment Station Bulletin Editor for the University of Maryland, Agricultural Editor at the University of Delaware, and then as head of the department of rural communications at Delaware. He later went to Michigan State University as Extension Television Editor. After spending a year as Associate Extension Editor at Michigan State, Mr. Axinn became assistant to the director of Michigan's Cooperative Extension Service. Mr. Axinn, who believes that education is a continuous, cradle-to-the-grave experience, says that participation in extra-curricular activities, such as working on the staff of the CORNELL COUNTRYMAN, is an essential

part of the education of the prospective agricultural journalist.

Unless a person preparing for a career in agricultural journalism and communications has a strong desire to specialize in one particular agricultural field, he should avail himself of a broad agricultural education. It is also important that he at least in part familiarize himself with the practical ramifications of farming and the agricultural industry as a whole.

The student interested in communications should include in his curriculum most of the journalism courses, such as "News Writing" and "Writing for Magazines", offered by the department of extension teaching and information. Some work in the behavior sciences such as sociology and psychology is also vital. Nearly all of the graduates of the College of Agriculture who were consulted prior to the writing of this article, stressed the importance of extra-curricular work in the education of the agricultural journalist.

Are you interested in a vocation that will keep you thinking? A job in communications will offer you a chance to meet fascinating people. And, you will also learn to be news conscious and "on the ball" at all times. Agricultural journalism is a field with a demand for many college graduates who have a flair for writing, training in agriculture, and a desire to tell the farm story.

Director Gibson

(from page 11)

should make every effort to improve your habits of oral and written expression. A person who can write or speak well has a much better chance of having his ideas accepted.

WE hope that you will become interested in many things, and will study a variety of subjects while you are here. Last spring one of our students won a \$1,000 national scholarship. The judges remarked that the breadth of this student's interests and his ability to talk intelligently on any subject was outstanding, and a determining factor in his selection. This ability to bring that student success and happiness as long as he lives.

Your years in college will go by all too quickly. It is my earnest wish, and that of your instructors that you waste no time getting to work. We are all here to help you, but the initiative must come entirely from you.

The EMPIRE Story

by Robert E. Rector

Supervision of Markets
Empire Livestock Marketing
Cooperative

Reaping A Good Harvest



Mr. Rector

Today consumers using their buying power have set certain standards for the kind of meat they like to buy. Naturally, it follows that farmers who produce the kind of product consumers are willing to pay the most for will themselves earn the most.

That is why, as Supervisor of Markets for a Livestock Marketing Cooperative owned by six farm organizations, I have put special emphasis on Empire's development and operation of special Lamb pools, special Hog pools, and have cooperated with representatives of eight other farm groups in the Annual New York Live Stock Show and Sale at our Caledonia Stockyards. All these special events serve as demonstrations that help show farmers how to produce the kind of livestock that will sell best for them.

Of course, a lot of effort on the part of Empire goes into the operation of the regular weekly auction sales at its seven markets, and special sales of all kinds of livestock as they are scheduled to fit farmers' and dealers' marketing needs.

Teamwork on the part of our staff, teamwork with our owning organizations, and teamwork with our consignors and buyers is building the kind of service organization that is making Empire an effective and helpful off-the-farm tool.

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COLLEGE OF AGRICULTURE

TWENTY-five figures of wood, the symbols of agriculture, home economics, and education, now march across a carved panel placed on the balcony of the second floor reference room of the Albert R. Mann Library. The 4½ by 30 foot wood carving depicts the courses offered in the New York

State Colleges of Agriculture and Home Economics.

The oak base relief, given by an anonymous donor, is the work of Miss Elfriede M. Abbe, a sculpture and graphic artist, who is a scientific illustrator at the Wiegand Herbarium.

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